

PICTURE PERMIT PRODUCT REQUIREMENTS

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VERSION 6
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PICTURE PERMIT PRODUCT REQUIREMENTS

I. BACKGROUND AND PRODUCT DESCRIPTION

The Postal Service has been working with the mailing industry to identify, develop and define win-win marketing opportunities which will improve mail performance, provide opportunities for volume growth and maximize total revenue. The development of a Picture Permit Imprint Indicia (Picture Permit) is one such initiative; to create an opportunity for mailers to use the permit indicia space of the mailpiece as prime real estate for branding and advertising their offerings. Picture Permit provides commercial mailers the creativity and flexibility to customize the permit indicia space of First-Class Mail® letters and cards and Standard Mail® letters and cards by adding a business-related image such as a corporate logo, brand image or trademark (color images only). Picture Permit is designed to improve the mailpiece's visibility and impact as a marketing tool.

II. PRODUCT PARAMETERS

Discount Amount:	Not Applicable
Eligible Mail:	Presorted Automation First-Class Mail® letters and cards with Full-Service IMb™ Presorted Carrier Route and Automation Standard Mail® letters and cards with Full-Service IMb™
Ineligible Mail:	First-Class Mail® paying single piece price First-Class Mail® and Standard Mail flats Periodicals (includes Pending Periodicals mail) Bound Printed Matter Media Mail All Parcels
Pricing:	First-Class Mail® letters and cards – 1-cent fee per mailpiece (plus applicable postage) Standard Mail® letters and cards – 2-cent fee per mailpiece (plus applicable postage)

III. REGISTRATION AND APPLICATION REQUIREMENTS

Registration Period:	Registration opened May 21, 2012 and will be permanent
Product Registration:	Participants and/or Mail Service Providers (MSPs) must register online at: www.usps.com/picturepermit .

Customer Application Process:

Step 1: The mailer goes to www.usps.com/picturepermit to review the guidelines and required elements and completes the online registration process.

Step 2: Once registered, the mailer will receive a link to complete the online Picture Permit application, (PS Form 3615-A), which requires mailer's permit indicia and other information. Mailer submits the signed copy of the application to picturepermit@usps.com.

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Step 3: When the Program Management Office (PMO) confirms the application has been approved, the mailer will need to submit a PDF copy of the addressed mailpiece (showing envelope/card dimensions, IMb, clear zone and proposed Picture Permit design) to: picturepermit@usps.com.

Step 4: When the PDF copy of the proposed design clears the initial PMO review, the mailer will receive directions to develop and submit 500 production samples which replicate what will be printed and produced in the live mailstream. The following information is required on each sample mailpiece:

- Complete and valid destination address. Do not use the same address for all samples – must contain a variety of valid addresses.
- Picture Permit Imprint Indicia
- Full-Service Intelligent Mail barcode

Please mail samples to:

U.S. Postal Service
Attn: Picture Permit Program Office
475 L'Enfant Plaza SW, RM 5621
Washington, DC 20260-5621

USPS® Engineering will then test the designed mailpieces. The tests take approximately 45 days.

Once the mailer passes these tests, the PMO will request a mailing schedule, including dates and volumes.

IV. MAILING SUBMISSION REQUIREMENTS

Documentation/Postage Statement: Mailings must be submitted electronically via mail.dat, or mail.xml. Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID).

Participating mailers will be required to affirmatively claim this product in the Extra Services section, Line S17, on the postage statement.

Postage Payment Method: Postage must be paid using a Permit Imprint.

Combined and Commingled Mailings: The following instructions are provided for mail owners using a Mail Service Provider to submit Picture Permit mail within a Combined mailing. Mailer must comply with all requirements for participation in the Picture Permit program including but not limited to the following:

1. Complete Picture Permit Program requirements and obtain PMO authorization.
2. Pay all applicable permit and annual fees.
3. Mailing must be submitted through eDoc (Mail.dat or Mail.xml).
4. Mail Owner and Mailing Agent must be identified in the eDoc.
5. A separate postage statement must be submitted for each Picture Permit mail owner. All pieces represented on the individual postage statement must be 100% Picture Permit.

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6. Mailpieces must be entered as part of a full-service automation mailing within an authorized First-Class Mail® or Standard Mail® Combined Mailing.
 - a. Picture Permit pieces must be part of a Full-Service mailing.
 - i. Basic service automation pieces may be included and qualify for payment of the Picture Permit fee within the Combined mailing.
 - ii. Pieces subject to the Picture Permit fee must be properly identified in the eDoc to reflect the total count in the Extra Services section of the postage statement.
 - a. Non-Automation price (machinable or presort) mailpieces may be submitted and qualify for payment of the Picture Permit fee under the following conditions:
 - Machinable/presort mailing is presented as a combined mailing and supported by electronic documentation and separate postage statement by client.

OR

 - Machinable/presort mailing is presented as a separate identical weight presort mailing for just the Picture Permit pieces.
 - Single-piece Picture Permit pieces may qualify for payment of the Picture Permit fee when prepared and presented in groups of 100 by ounce increment.
7. Picture Permit piece counts will be verified in conjunction with the Mail Piece Count Verification performed at time of acceptance.
8. Mail owner must be listed on Customer Mail Report.
9. Mail Service Provider must submit upon request a report by Picture Permit client showing the total number of pieces by qualifying ZIP CODE.

V. GENERAL PERMIT IMPRINT REQUIREMENTS

A mailer may be authorized to mail material without affixing postage when payment is made at the time of mailing from a permit imprint advance deposit account established with USPS. This payment method may be used for postage. Each mailpiece sent under this payment method must bear a permit imprint indicia showing that postage is paid..

A mailer may obtain a permit to use a permit imprint indicia and pay postage by submitting the Mailing Permit Application and Customer Profile, PS Form 3615, <http://about.usps.com/forms/ps3615.pdf>, and the applicable fee to the Post Office where mailings are made. There is no other fee for the use of a permit imprint indicia as long as the permit remains active, but other fees (e.g., an annual presort mailing fee) may be due depending on the class of mail to be prepared. For additional information on permit imprint requirements, see the link below:

<http://pe.usps.com/text/dmm300/604.htm#wp1080814>.

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VI. INTELLIGENT MAIL BARCODE REQUIREMENTS (IMb)

All mailpieces in the mailing must bear a Picture Permit and the mailing must meet all the requirements of the *Full Service mailing* standards as provided in DMM 705.24. Mailings that do not qualify as Full Service cannot contain Picture Permit. For additional information on Full Service IMb requirements, see the link below:

http://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/GuidetoIntelligentMailLettersandFlats.pdf.

Reflectance: A background reflectance of at least 50% in the red portion and 45% in the green portion of the optical spectrum.

Print Reflectance Difference: A print reflectance difference (PRD) of at least 30% in the red and green portions of the optical spectrum is required between the background material of the mailpiece and the barcode, when measured with a USPS or USPS-licensed envelope reflectance meter. (PRD equals the reflectance of the background minus the reflectance of the ink.) The text used within the indicia area must meet Print Reflectance Difference (PRD) requirements defined in DMM section 708.4.4:

<http://pe.usps.com/text/dmm300/708.htm#wp1352817>.

Opacity: The material on which the barcode appears must have enough opacity to prevent printing from “showing through” to the extent that it interferes with postal equipment that reads the barcode. The print contrast ratio (PCR) of print (other than the barcode) that shows through the barcode clear zone or the barcode area in the address block must not exceed 15% when measured in the red and green portions of the optical spectrum.

Additional information on the Intelligent Mail barcode requirements can be found at:

http://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/GuidetoIntelligentMailLettersandFlats.pdf.

VII. PICTURE PERMIT INDICIA DESIGN

Indicia design and placement, including Picture Permit color images, are defined in DMM 604.5 at: <http://pe.usps.com/text/dmm300/604.htm#wp1080814>. Mailing standards have been added to the DMM for Picture Permit to allow color images in the indicia. The Picture Permit indicia shall include the following:

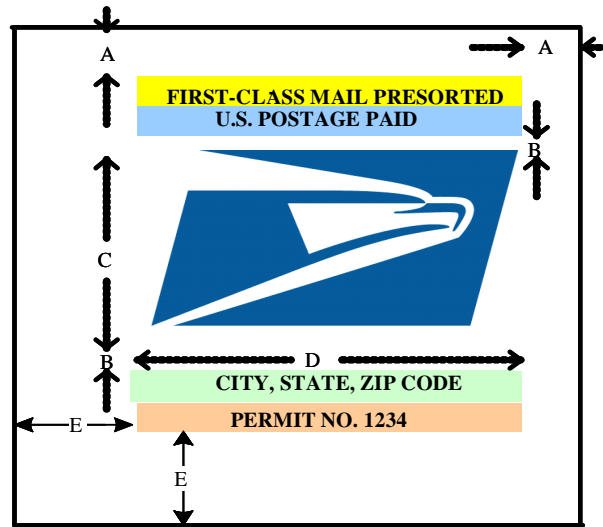
- MAIL CLASS (in ALL CAPS)
- U. S. POSTAGE PAID
- CITY, STATE (ZIP CODE optional)
- PERMIT NO.

OR

- MAIL CLASS (in ALL CAPS)
- U. S. POSTAGE PAID

COMPANY NAME [Use of a Company Permit Imprint format has specific requirements and must bear a complete domestic return address; see DMM 604.5.3.9)

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This is a sample only. The image is not to scale.

Mail Class: see DMM 604.5 for more details

Example:

FIRST-CLASS MAIL PRSRT
PRSRT STD MAIL

Clearance Dimensions:

A: $\frac{1}{4}$ " (0.25") Minimum

B: $\frac{5}{32}$ " \pm $\frac{1}{32}$ " (0.156" \pm 0.031")

Image Dimensions:

Height (C): 0.84" to 1.00"

Width (D): 1.31" to 1.50"

Clear Zone (E): 0.500"

Imprint (Image + Text Area) Dimensions:

Height: 1.625" to 2.00"

Width: 1.31" to 1.50"

Image Type: Only "Color Images" are permitted

Intelligent Mail Barcode: Each mailpiece must bear an Intelligent Mail barcode and comply with the applicable standards for Full Service IMb mailings.

NOTES:

- Black and white images are NOT ACCEPTABLE
- Highlighted colors in the exhibit above are shown for illustration only
- Text within imprint area must be a minimum of size 8 pt and must be OCR readable fonts

VIII. TECHNICAL INFORMATION

For further technical information, please refer to the Postal Service Mail.dat Technical Specification on RIBBS at:
https://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/datspec/PostaloneMaildatTechSpec.pdf.

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IX. PROGRAM OFFICE CONTACT INFORMATION

Email: picturepermit@usps.com

Mail: U.S. Postal Service
Attn: Picture Permit Program Office
475 L'Enfant Plaza SW, RM 5621
Washington, DC 20260-5621

Information and resources will also be posted online at: www.usps.com/picturepermit

X. REVISION HISTORY

Date	Section	Reason For Revision	Version